

The following message is sent on behalf of Steve VanRoekel, U.S. Chief Information Officer, Officer of E-Government and IT, OMB

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CIOs,

The [Digital Government Strategy](#) (DGS), released in May 2012, focused on a customer-centric approach to digital. As part of that strategy, all federal agencies were required to implement and centrally report web performance measures. More than thirty agencies have implemented the [Digital Analytics Program \(DAP\)](#) covering more than 3,100 public-facing government websites.

Through the DAP, agencies now have a view of their public website usage and performance data, allowing them to make more strategic, data-driven decisions. But this aspect of the DGS was about more than just looking internally at individual agencies web presence. Rather, it was designed “to enable the federal government...to take a government-wide view of how well we serve our customers.”

While OMB has included individual agency DAP data as part of the PortfolioStat process, to date only OMB has had access to the government-wide DAP data. Based on what we learned over the past year about the sharing of web performance data within agencies and in consultation with the CIO Council, **I decided to open all of the data collected in the Digital Analytics Program to all DAP users. The full DAP government-wide data will be available to all DAP users starting on August 29.**

Access to the DAP government-wide data will be granted only to agencies participating in DAP and only to the federal government employees and authorized government contractors who have been authorized by the agency.

Opening the DAP government-wide data will let participating agencies see other agency’s public-facing website analytics, gain valuable knowledge about shared customers, benchmark against similar agencies, and, most importantly, engage in collaboration and exchange lessons learned.

Participating agencies will be able to:

- Have access to government-wide baseline metrics to gauge website performance. For example, comparing their own mobile traffic percentages to the entire federal government.
- Discover other instances of topics and content related to an agency’s mission, and analyze the customer behavior. For example keyword searches for “visa” on Department of State pages compared to DHS pages.
- Measure how initiatives across multiple agencies are faring in online presence. For example ocean/water initiatives across NOAA, EPA, State, Interior, USDA.

Most importantly, we know that once agencies begin using this data they will find more areas to collaborate on that will ultimately improve products, services, and access to information for the American people.

### **Support & Implementation**

To ensure agencies can immediately benefit from the DAP government-wide data, DAP staff built a set of pre-created reports, custom segments, and dashboard templates. The templates can be applied to any agency or government-wide view, which will help slice and dice through the Big Data of the government-wide analytics. (See DAP Templates for Government Wide Reporting below).

DAP staff will be conducting a series of webinars to help DAP users leverage the government-wide data in the context of their agency websites. For more information about the Digital Analytics Program or to become a DAP user contact [dap@gsa.gov](mailto:dap@gsa.gov). If you have questions about this guidance for OMB, please email [egov@omb.eop.gov](mailto:egov@omb.eop.gov).

Thanks much,

Steve